

## CLAIMS

1. A method comprising:  
populating a lottery bet slip by use of at least one commercial icon.
2. The method of Claim 1, wherein the at least one commercial icon comprises:  
a trademark; or  
a service mark.
3. The method of Claim 1, wherein the at least one commercial icon comprises:  
a commercial name;  
a commercial logo; or  
a commercial slogan.
4. The method of Claim 1, wherein the at least one commercial icon comprises:  
a geographical mark;  
a commercial image;  
a book cover;  
a compact disk cover;  
a digital videodisk cover;  
a movie poster;  
a new movies release list; or  
a new music release list.
5. The method of Claim 1, wherein the at least one commercial icon comprises:  
a generic icon which constitutes a hyperlink to a commercial site.
6. The method of Claim 1, wherein the at least one commercial icon comprises:  
a hyperlink.

7. The method of Claim 1, wherein said populating a lottery bet slip by use of at least one commercial icon comprises:

- presenting one or more commercial icons;
- accepting input selecting the at least one commercial icon from the presented one or more commercial icons; and
- inserting an icon into at least one bet-slip panel of the lottery bet slip.

8. The method of Claim 1, wherein said populating a lottery bet slip by use of at least one commercial icon comprises:

- presenting one or more commercial icons;
- accepting input selecting the at least one commercial icon from the presented one or more commercial icons; and
- inserting the at least one commercial icon into at least one bet-slip panel of the lottery bet slip.

9. The method of Claim 8, wherein said presenting one or more commercial icons comprises:

- displaying the one or more commercial icons via a visual interface; or
- transmitting the one or more commercial icons via an auditory interface.

10. The method of Claim 8, wherein said accepting input selecting the at least one commercial icon from the presented one or more commercial icons comprises:

- accepting input selecting one or more option indicators respectively associated with the presented one or more commercial icons.

11. The method of Claim 10, wherein said accepting input selecting one or more option indicators respectively associated with the presented one or more commercial icons comprises:

- accepting the input via a visual interface; or

accepting the input via an auditory interface.

12. The method of Claim 8, wherein said inserting the at least one commercial icon into at least one bet-slip panel of the lottery bet slip comprises:

presenting the lottery bet slip having at least one bet-slip panel filled with the at least one commercial icon.

13. The method of Claim 12, wherein said presenting the lottery bet slip having at least one bet-slip panel filled with the at least one commercial icon comprises:

displaying the lottery bet slip via a visual interface; or  
transmitting the lottery bet slip via an auditory interface.

14. The method of Claim 1, further comprising:  
betting the lottery bet slip.

15. The method of Claim 14, wherein said betting the lottery bet slip comprises:  
accepting input which triggers said betting.

16. The method of Claim 15, wherein said accepting input which triggers said betting comprises:

accepting the input via a visual interface; or  
accepting the input via an auditory interface.

17. The method of Claim 14, wherein said betting the lottery bet slip comprises:  
submitting the lottery bet slip to a lottery administrator.

18. The method of Claim 17, wherein said submitting the lottery bet slip to a lottery administrator comprises:

transmitting the lottery bet slip to the lottery administrator program via a communications link.

19. A system comprising:  
means for populating a lottery bet slip by use of at least one commercial icon.
20. The system of Claim 19, wherein the at least one commercial icon comprises:  
a trademark; or  
a service mark.
21. The system of Claim 19, wherein the at least one commercial icon comprises:  
a commercial name;  
a commercial logo; or  
a commercial slogan.
22. The system of Claim 19, wherein the at least one commercial icon comprises:  
a geographical mark;  
a commercial image;  
a book cover;  
a compact disk cover;  
a digital videodisk cover;  
a movie poster;  
a new movies release list; or  
a new music release list.
23. The system of Claim 19, wherein the at least one commercial icon comprises:  
a generic icon which constitutes a hyperlink to a commercial site.
24. The system of Claim 19, wherein the at least one commercial icon comprises:  
a hyperlink.

25. The system of Claim 19, wherein said means for populating a lottery bet slip by use of at least one commercial icon comprises:

means for presenting one or more commercial icons;

means for accepting input selecting the at least one commercial icon from the presented one or more commercial icons; and

means for inserting an icon into at least one bet-slip panel of the lottery bet slip.

26. The system of Claim 19, wherein said means for populating a lottery bet slip by use of at least one commercial icon comprises:

means for presenting one or more commercial icons;

means for accepting input selecting the at least one commercial icon from the presented one or more commercial icons; and

means for inserting the at least one commercial icon into at least one bet-slip panel of the lottery bet slip.

27. The system of Claim 26, wherein said means for presenting one or more commercial icons comprises:

means for displaying the one or more commercial icons via a visual interface;

or

means for transmitting the one or more commercial icons via an auditory interface.

28. The system of Claim 26, wherein said means for accepting input selecting the at least one commercial icon from the presented one or more commercial icons comprises:

means for accepting input selecting one or more option indicators respectively associated with the presented one or more commercial icons.

29. The system of Claim 28, wherein said means for accepting input selecting one or more option indicators respectively associated with the presented one or more commercial icons comprises:

means for accepting the input via a visual interface; or  
means for accepting the input via an auditory interface.

30. The system of Claim 26, wherein said means for inserting the at least one commercial icon into at least one bet-slip panel of the lottery bet slip comprises:

means for presenting the lottery bet slip having at least one bet-slip panel filled with the at least one commercial icon.

31. The system of Claim 30, wherein said means for presenting the lottery bet slip having at least one bet-slip panel filled with the at least one commercial icon comprises:

means for displaying the lottery bet slip via a visual interface; or  
means for transmitting the lottery bet slip via an auditory interface.

32. The system of Claim 19, further comprising:  
means for betting the lottery bet slip.

33. The system of Claim 32, wherein said means for betting the lottery bet slip comprises:

means for accepting input which triggers said means for betting.

34. The system of Claim 33, wherein said means for accepting input which triggers said means for betting comprises:

means for accepting the input via a visual interface; or  
means for accepting the input via an auditory interface.

35. The system of Claim 32, wherein said means for betting the lottery bet slip comprises:

means for submitting the lottery bet slip to a lottery administrator.

36. The system of Claim 35, wherein said means for submitting the lottery bet slip to a lottery administrator comprises:

means for transmitting the lottery bet slip to the lottery administrator program via a communications



37. A method comprising:  
comparing a lottery bet slip, populated with one or more commercial icons,  
against one or more winning criteria.

38. The method of Claim 37, wherein the one or more commercial icons  
comprise:

a trademark; or  
a service mark.

39. The method of Claim 37, wherein the one or more commercial icons  
comprise:

a commercial name;  
a commercial logo; or  
a commercial corporate slogan.

40. The method of Claim 37, wherein the one or more commercial icons  
comprise:

a geographical mark;  
a commercial image;  
a book cover;  
a compact disk cover;  
a digital videodisk cover;  
a movie poster;  
a new movies release list; or  
a new music release list.

41. The method of Claim 37, wherein the one or more commercial icons comprise:

a generic icon which constitutes a hyperlink to a commercial site.

42. The method of Claim 37, wherein the one or more commercial icons comprise:

a hyperlink.

43. The method of Claim 37, wherein said comparing a lottery bet slip, populated with one or more commercial icons, against one or more winning criteria comprises:

receiving the lottery bet slip via a communications link.

44. The method of Claim 37, wherein said comparing a lottery bet slip, populated with one or more commercial icons, against one or more winning criteria comprises:

comparing a content of the one or more commercial icons in bet-slip panels of the lottery bet slip against a content of any one or more commercial icons in bet-slip panels of a master bet slip.

45. The method of Claim 37, wherein said comparing a lottery bet slip, populated with one or more commercial icons, against one or more winning criteria comprises:

comparing a position of the one or more commercial icons in bet-slip panels of the lottery bet slip against a position of any one or more commercial icons in bet-slip panels of a master bet slip.

46. The method of Claim 37, wherein said comparing a lottery bet slip, populated with one or more commercial icons, against one or more winning criteria comprises:

logging the one or more commercial icons.

47. The method of Claim 37, further comprising:  
transmitting a winning notification in response to said comparing showing that at least a part of the one or more winning criteria has been met.

48. The method of Claim 47, wherein said transmitting a winning notification in response to said comparing showing that at least a part of the one or more winning criteria has been met comprises:

transmitting the winning notification when a content of at least one of one or more commercial icons in bet-slip panels of the lottery bet slip matches a content of at least one of one or more commercial icons in bet-slip panels of a master bet slip.

49. The method of Claim 47, wherein said transmitting a winning notification in response to said comparing showing that at least a part of the one or more winning criteria has been met comprises:

transmitting the winning notification when a position of at least one of one or more commercial icons in bet-slip panels of the lottery bet slip matches a position of at least one of the one or more commercial icons in bet-slip panels of a master bet slip.

50. The method of Claim 37, further comprising:  
transmitting a bet confirmation.

51. The method of Claim 50, wherein said transmitting a bet confirmation comprises:

transmitting the bet confirmation with a content of at least one of the one or more commercial icons.

52. The method of Claim 51, wherein the one or more commercial icons  
comprise:  
a hyperlink.

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53. A system comprising:  
means for comparing a lottery bet slip, populated with one or more commercial icons, against one or more winning criteria.
54. The system of Claim 53, wherein the one or more commercial icons comprise:  
a trademark; or  
a service mark.
55. The system of Claim 53, wherein the one or more commercial icons comprise:  
a commercial name;  
a commercial logo; or  
a commercial corporate slogan.
56. The system of Claim 53, wherein the one or more commercial icons comprise:  
a geographical mark;  
a commercial image;  
a book cover;  
a compact disk cover;  
a digital videodisk cover;  
a movie poster;  
a new movies release list; or  
a new music release list.
57. The system of Claim 53, wherein the one or more commercial icons comprise:  
a generic icon which constitutes a hyperlink to a commercial site.
58. The system of Claim 53, wherein the one or more commercial icons comprise:  
a hyperlink.

59. The system of Claim 53, wherein said means for comparing a lottery bet slip, populated with one or more commercial icons, against one or more winning criteria comprises:  
means for receiving the lottery bet slip via a communications link.

60. The system of Claim 53, wherein said means for comparing a lottery bet slip, populated with one or more commercial icons, against one or more winning criteria comprises:  
means for comparing a content of the one or more commercial icons in bet-slip panels of the lottery bet slip against a content of any one or more commercial icons in bet-slip panels of a master bet slip.

61. The system of Claim 53, wherein said means for comparing a lottery bet slip, populated with one or more commercial icons, against one or more winning criteria comprises:  
means for comparing a position of the one or more commercial icons in bet-slip panels of the lottery bet slip against a position of any one or more commercial icons in bet-slip panels of a master bet slip.

62. The system of Claim 53, wherein said means for comparing a lottery bet slip, populated with one or more commercial icons, against one or more winning criteria comprises:  
means for logging the one or more commercial icons.

63. The system of Claim 53, further comprising:  
means for transmitting a winning notification in response to said means for comparing showing that at least a part of the one or more winning criteria has been met.

64. The system of Claim 63, wherein said means for transmitting a winning notification in response to said means for comparing showing that at least a part of the one or more winning criteria has been met comprises:

means for transmitting the winning notification when a content of at least one of one or more commercial icons in bet-slip panels of the lottery bet slip matches a content of at least one of one or more commercial icons in bet-slip panels of a master bet slip.

65. The system of Claim 63, wherein said means for transmitting a winning notification in response to said means for comparing showing that at least a part of the one or more winning criteria has been met comprises:

means for transmitting the winning notification when a position of at least one of one or more commercial icons in bet-slip panels of the lottery bet slip matches a position of at least one of the one or more commercial icons in bet-slip panels of a master bet slip.

66. The system of Claim 53, further comprising:  
means for transmitting a bet confirmation.

67. The system of Claim 66, wherein said means for transmitting a bet confirmation comprises:

means for transmitting the bet confirmation with a content of at least one of the one or more commercial icons.

68. The system of Claim 67, wherein the one or more commercial icons comprise:  
a hyperlink.

69. A method comprising:  
presenting one or more commercial icons in conjunction with a lottery bet slip  
capable of being populated by use of at least one of the one or more commercial icons.

70. The method of Claim 69, wherein the one or more commercial icons  
comprise:

a trademark; or  
a service mark

71. The method of Claim 69, wherein the one or more commercial icons  
comprise:

a commercial name;  
a commercial logo; or  
a commercial slogan.

72. The method of Claim 69, wherein the one or more commercial icons  
comprise:

a geographical mark;  
a commercial image;  
a book cover;  
a compact disk cover;  
a digital videodisk cover;  
a movie poster;  
a new movies release list; or  
a new music release list.



73. The method of Claim 69, wherein the one or more commercial icons comprise:

a generic icon which constitutes a hyperlink to a commercial site.

74. The method of Claim 69, wherein the one or more commercial icons comprise:

a hyperlink.

75. The method of Claim 69, wherein said presenting one or more commercial icons in conjunction with a lottery bet slip capable of being populated by use of at least one of the one or more commercial icons comprises:

displaying the one or more commercial icons in conjunction with the lottery bet slip via a visual interface; or

transmitting the one or more commercial icons in conjunction with the lottery bet slip via an auditory interface.

76. The method of Claim 69, further comprising:

accepting input activating at least one hyperlink associated with the at least one of the one or more commercial icons.

77. The method of Claim 69, wherein said accepting input activating at least one hyperlink associated with the at least one of the one or more commercial icons comprises:

accepting the input via a visual interface; or

accepting the input via an auditory interface.

78. A system comprising:  
means for presenting one or more commercial icons in conjunction with a lottery bet slip capable of being populated by use of at least one of the one or more commercial icons.

79. The system of Claim 78, wherein the one or more commercial icons comprise:  
a trademark; or  
a service mark

80. The system of Claim 78, wherein the one or more commercial icons comprise:  
a commercial name;  
a commercial logo; or  
a commercial slogan.

81. The system of Claim 78, wherein the one or more commercial icons comprise:  
a geographical mark;  
a commercial image;  
a book cover;  
a compact disk cover;  
a digital videodisk cover;  
a movie poster;  
a new movies release list; or  
a new music release list.

82. The system of Claim 78, wherein the one or more commercial icons comprise:  
a generic icon which constitutes a hyperlink to a commercial site.

83. The system of Claim 78, wherein the one or more commercial icons comprise:  
a hyperlink.

84. The system of Claim 78, wherein said means for presenting one or more commercial icons in conjunction with a lottery bet slip capable of being populated by use of at least one of the one or more commercial icons comprises:

means for displaying the one or more commercial icons in conjunction with the lottery bet slip via a visual interface; or

means for transmitting the one or more commercial icons in conjunction with the lottery bet slip via an auditory interface.

85. The system of Claim 78, further comprising:

means for accepting input activating at least one hyperlink associated with the at least one of the one or more commercial icons.

86. The system of Claim 78, wherein said means for accepting input activating at least one hyperlink associated with the at least one of the one or more commercial icons comprises:

means for accepting the input via a visual interface; or

means for accepting the input via an auditory interface.

87. A method comprising:  
populating a game-of-chance entry by use of at least one commercial icon.
88. The method of Claim 87, wherein the at least one commercial icon comprises:  
a trademark; or  
a service mark.
89. The method of Claim 87, wherein the at least one commercial icon comprises:  
a commercial name;  
a commercial logo; or  
a commercial slogan.
90. The method of Claim 87, wherein the at least one commercial icon comprises:  
a geographical mark;  
a commercial image;  
a book cover;  
a compact disk cover;  
a digital videodisk cover;  
a movie poster;  
a new movies release list; or  
a new music release list.
91. The method of Claim 87, wherein the at least one commercial icon comprises:  
a generic icon which constitutes a hyperlink to a commercial site.
92. The method of Claim 87, wherein the at least one commercial icon comprises:  
a hyperlink.

93. The method of Claim 87, wherein said populating a game-of-chance entry by use of at least one commercial icon comprises:

- presenting one or more commercial icons;
- accepting input selecting the at least one commercial icon from the presented one or more commercial icons; and
- inserting an icon into at least at least one panel of the game-of-chance entry.

94. The method of Claim 87, wherein said populating at least one game-of-chance entry by use of at least one commercial icon comprises:

- presenting one or more commercial icons;
- accepting input selecting the at least one commercial icon from the presented one or more commercial icons; and
- inserting the at least one commercial icon into at least one panel of the game-of-chance entry.

95. The method of Claim 87, further comprising:  
betting the populated game-of-chance entry.

96. The method of Claim 95, wherein said betting the populated game-of-chance entry comprises:  
accepting input which triggers said betting.

97. The method of Claim 95, wherein said betting the populated game-of-chance entry comprises:  
transmitting the populated game-of-chance entry to a lottery administrator.

98. A system comprising:  
means for populating a game-of-chance entry by use of at least one  
commercial icon.

99. The system of Claim 98, wherein the at least one commercial icon comprises:  
a trademark; or  
a service mark.

100. The system of Claim 98, wherein the at least one commercial icon comprises:  
a commercial name;  
a commercial logo; or  
a commercial slogan.

101. The system of Claim 98, wherein the at least one commercial icon comprises:  
a geographical mark;  
a commercial image;  
a book cover;  
a compact disk cover;  
a digital videodisk cover;  
a movie poster;  
a new movies release list; or  
a new music release list.

102. The system of Claim 98, wherein the at least one commercial icon comprises:  
a generic icon which constitutes a hyperlink to a commercial site.

103. The system of Claim 98, wherein the at least one commercial icon comprises:  
a hyperlink.

104. The system of Claim 98, wherein said means for populating a game-of-chance entry by use of at least one commercial icon comprises:

means for presenting one or more commercial icons;

means for accepting input selecting the at least one commercial icon from the presented one or more commercial icons; and

means for inserting an icon into at least at least one panel of the game-of-chance entry.

105. The system of Claim 98, wherein said means for populating at least one game-of-chance entry by use of at least one commercial icon comprises:

means for presenting one or more commercial icons;

means for accepting input selecting the at least one commercial icon from the presented one or more commercial icons; and

means for inserting the at least one commercial icon into at least one panel of the game-of-chance entry.

106. The system of Claim 98, further comprising:

means for betting the populated game-of-chance entry.

107. The system of Claim 106, wherein said means for betting the populated game-of-chance entry comprises:

means for accepting input which triggers said means for betting.

108. The system of Claim 106, wherein said means for betting the populated game-of-chance entry comprises:

means for transmitting the populated game-of-chance entry to a lottery administrator.

109. A method comprising:  
comparing a game-of-chance entry, populated with one or more commercial icons, against one or more winning criteria.

110. The method of Claim 109, wherein the one or more commercial icons comprise:

a trademark; or  
a service mark.

111. The method of Claim 109, wherein the one or more commercial icons comprise:

a commercial name;  
a commercial logo; or  
a commercial corporate slogan.

112. The method of Claim 109, wherein the one or more commercial icons comprise:

a geographical mark;  
a commercial image;  
a book cover;  
a compact disk cover;  
a digital videodisk cover;  
a movie poster;  
a new movies release list; or  
a new music release list.



113. The method of Claim 109, wherein the one or more commercial icons comprise:

a generic icon which constitutes a hyperlink to a commercial site.

114. The method of Claim 109, wherein the one or more commercial icons comprise:

a hyperlink.

115. The method of Claim 109, wherein said comparing a game-of-chance entry, populated with one or more commercial icons, against one or more winning criteria comprises:

receiving the game-of-chance entry via a communications link.

116. The method of Claim 109, wherein said comparing a game-of-chance entry, populated with one or more commercial icons, against one or more winning criteria comprises:

comparing the one or more commercial icons in the game-of-chance entry against one or more commercial icons in a master game-of-chance winning entry.

117. The method of Claim 109, wherein said comparing a game-of-chance entry, populated with one or more commercial icons, against one or more winning criteria comprises:

logging the one or more commercial icons.

118. The method of Claim 117, further comprising:

transmitting a winning notification in response to said comparing showing that at least a part of the one or more winning criteria has been met.

119. The method of Claim 109, further comprising:

transmitting a bet confirmation.

120. The method of Claim 119, wherein said transmitting a bet confirmation comprises:

transmitting the bet confirmation with a content of at least one of the one or more commercial icons.

121. The method of Claim 120, wherein the one or more commercial icons comprise:

a hyperlink.

122. A system comprising:  
means for comparing a game-of-chance entry, populated with one or more commercial icons, against one or more winning criteria.

123. The system of Claim 122, wherein the one or more commercial icons comprise:

a trademark; or  
a service mark.

124. The system of Claim 122, wherein the one or more commercial icons comprise:

a commercial name;  
a commercial logo; or  
a commercial corporate slogan.

125. The system of Claim 122, wherein the one or more commercial icons comprise:

a geographical mark;  
a commercial image;  
a book cover;  
a compact disk cover;  
a digital videodisk cover;  
a movie poster;  
a new movies release list; or  
a new music release list.

126. The system of Claim 122, wherein the one or more commercial icons comprise:

a generic icon which constitutes a hyperlink to a commercial site.

127. The system of Claim 122, wherein the one or more commercial icons comprise:

a hyperlink.

128. The system of Claim 122, wherein said means for comparing a game-of-chance entry, populated with one or more commercial icons, against one or more winning criteria comprises:

means for receiving the game-of-chance entry via a communications link.

129. The system of Claim 122, wherein said means for comparing a game-of-chance entry, populated with one or more commercial icons, against one or more winning criteria comprises:

means for comparing the one or more commercial icons in the game-of-chance entry against one or more commercial icons in a master game-of-chance winning entry.

130. The system of Claim 122, wherein said means for comparing a game-of-chance entry, populated with one or more commercial icons, against one or more winning criteria comprises:

means for logging the one or more commercial icons.

131. The system of Claim 130, further comprising:

means for transmitting a winning notification in response to said means for comparing showing that at least a part of the one or more winning criteria has been met.

132. The system of Claim 122, further comprising:  
means for transmitting a bet confirmation.

133. The system of Claim 132, wherein said means for transmitting a bet confirmation comprises:  
means for transmitting the bet confirmation with a content of at least one of the one or more commercial icons.

134. The system of Claim 133, wherein the one or more commercial icons comprise:  
a hyperlink.